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The risks and rewards of social media

are high for those vying for the White House.

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Americans compete to become the next president. They use television, newspapers, radio and many other mediums to reach voters and make their case. In recent years, however, the game has changed like never before.

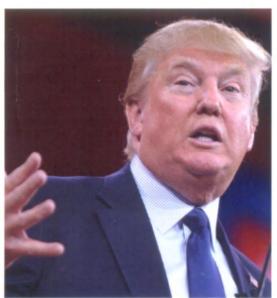
The reason? Social media. With each presidential election, candidates are turning more and more to platforms like Twitter, Facebook, YouTube and Instagram to connect with and influence millions of people, as efficiently and powerfully as possible.

"Presidential campaigns have always relied on whatever media tools they had available in order to reach potential supporters. In the 1970's

through the 1990's, that meant television, all the time," says David Karpf, assistant professor in the School of Media and Public Affairs at The George Washington University, and author of "The MoveOn Effect: The Unexpected Transformation of American Political Advocacy."

"Today, it means a mix of television and digital outreach," he continues. "Particularly, as more and more Americans move away from live television-viewing and, therefore, become harder to reach through commercials. Social media is important because that's where the people are."

In the 2016 presidential election, both the Hillary Clinton and Donald Trump campaigns are using social media to mobilize their existing











Donald Trump on social media

www.facebook.com/DonaldTrump https://twitter.com/realdonaldtrump www.instagram.com/realdonaldtrump www.youtube.com/donaldtrump



Hillary Clinton on social media

www.facebook.com/hillaryclinton https://twitter.com/Hillaryclinton www.instagram.com/hillaryclinton www.youtube.com/hillaryclinton

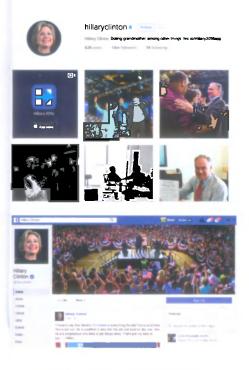


supporters. "This includes asking supporters to post and retweet content on Facebook and Twitter," says Karpf. "This also includes moving supporters onto other digital platforms like websites and email lists, where the campaigns can ask them to make phone calls, knock on doors or give a donation."

Social media is also used to target and persuade potential voters via digital advertisements, viral messages and other strategies. Perhaps, even more powerful, is the ability of candidates' social media efforts to shape the stories told by mainstream TV shows, newspapers and websites.

For example, Donald Trump "isn't using social media to sidestep the mainstream media; he's using social media to dominate the attention of the mainstream media," says Karpf.

This phenomenon is particularly important, he says, because the entire American voter base is not on Twitter or Facebook. "Journalists use these platforms overwhelmingly and have incorporated



Donald Trump (above far left) and Hillary Clinton (above left) actively use social media platforms to connect with and influence millions of voters.

Data and Democracy

echnological innovations beyond social media have played a major role in recent presidential elections. One oftenheard phrase? Big data.

The concept is simple: gather tons of information on voters, analyze it and use it to reach out to them in just the right way to gain votes, donations and other forms of support. A powerful strategy in principle, but according to David Karpf, assistant professor in the School of Media and Public Affairs at The George Washington University, and author of "The

questions. And, while the gathering and use of big data played a significant role in, for example, Barack Obama's presidential campaigns, the art of turning raw information into votes is far from perfected.

"Every cycle, we see a few big data vendors offering huge promises that they can target the public with surgical precision," says Karpf. "The reality is always a lot messier and error-prone than that though."

Mobile apps also promise to open new avenues to reach and



MoveOn Effect: The Unexpected Transformation of American Political Advocacy," it's still somewhat of a mirage.

"Campaigns, particularly on the Democratic side, have become tremendously data-intensive. But, they're mostly relying on the public voter file," says Karpf, referring to publicly available records that include voter registration and history and, sometimes, voter race or ethnicity.

Campaigns also work hard to amass their own troves of data, person by person, by knocking on doors and calling potential voters to make connections and ask influence voters. "The apps that are most impactful are tools like Polis Politics, which aid campaigns in organizing their walk lists for door-to-door canvassers," says Karpf. "Polis' value proposition is simple—it takes a complicated campaign task and makes it more efficient."

However, Karpf sees that mobile apps contain unrealized potential. "There are other apps that make much bigger and splashier promises," he says. "But I haven't seen any of them come close to living up to the hype they generate."

-M.G.

David Karpf

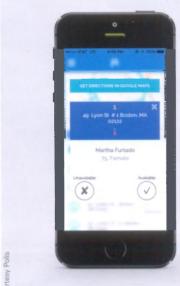
https://davidkarpf.com https://g

Polis Politics

https://polisapp.com

Below: The Polis Politics mobile app helps campaign workers organize door-to-door outreach on behalf of candidates.









It used to be that campaigns tried to influence news coverage with press releases and press conferences. Now, they've added tweets and posts to their communications arsenal.

"

them into their news-gathering routines," he says. "It used to be that campaigns tried to influence news coverage with press releases and press conferences. Now, they've added tweets and posts to their communications arsenal."

While social media is relatively new, it's already fundamentally transforming the way candidates strategize their runs for presidency. "Campaigns are learning to engage journalists, supporters and opponents in new ways," says Karpf. "They're creating communications designed for YouTube and Instagram, not just television and newspapers. They're leaning on their motivated supporters more and also spending less time chasing the undecided 'swing voters' who used to be the obsession of presidential candidates."

Talking about Clinton's social media campaign, Karpf says the team is often using social media, Twitter in particular, to get the opposing candidate to react. He cites the Clinton campaign's tweeting of phrases like "Delete your account" as a prime example of this strategy in action. "That's very new from them," says Karpf, adding this strategy is "well-suited to this individual opponent. It wouldn't have worked nearly as well against a [Mitt] Romney or [John] McCain."

According to Karpf, social media efforts are also proving to be potent and effective in increasing the public's engagement with politics. "It makes it easier for committed partisans to take action," he says. "It makes it easier to reach

the politically agnostic through the viral spread of news. And, it makes it easier for campaigns to refine their tactics and messages to reach people more effectively."

At the same time, social media can also amplify extreme voices, adding chaos to the mix. "The same medium that makes it easier to virally spread political information can also be used to virally spread misinformation," says Karpf.

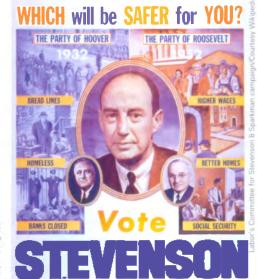
Social media can create new pitfalls for candidates themselves. In the 2012 presidential election, for example, a video clip of Republican candidate Mitt Romney, ostensibly saying that he didn't care about 47 percent of voters "who are dependent upon government," spread virally via social media, significantly damaging his campaign at a key time in the election cycle.

"Romney was at a private fundraiser with large donors," says Karpf. "One of the bartenders decided to capture his speech on a mobile phone, then sent it to a journalist. When everyone has a recording device in their hand, it becomes a lot harder to control your message."

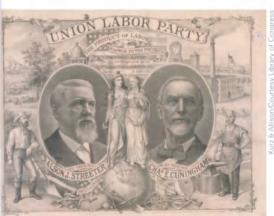
For good or bad, social media is likely to play a huge role in presidential elections for years to come. Karpf is intrigued to see what happens. "Donald Trump just became the Republican nominee and, I think, social media analytics had a lot to do with it," he says.

Michael Gallant is the founder and chief executive officer of Gallant Music. He lives in New York City.











Ads and Eilecticins Then and Now

By MICHAEL GALLANT

For centuries, advertising campaigns have been powerful forces in U.S. elections.







n the United States, presidents are elected based on their policies and values, character and charisma. But in the quest for the White House, great advertisements never hurt either.

In fact, since the 1800's, presidential candidates have relied heavily on carefullycrafted advertising campaigns to spread their messages and reach voters. Most U.S. political ads appeared in newspapers, though candidates also created posters, postcards and flyers promoting their campaigns. These materials often contained patriotic images of flags and eagles, uplifting campaign slogans and heroic-looking portraits—all designed to make a certain candidate seem like the voters' best, or only, choice.

Two centuries later, the goals of political advertising remain largely the same, says Stella

M. Rouse, associate professor and director of the Center for American Politics and Citizenship at the University of Maryland in College Park. "It's the medium used for political ads, and the reach and effect that those ads can have, that have changed," she says.

Circa 2016, that evolution means a notable decrease in traditional newspaper and magazine advertisements, and a rise in television, social media and Internet-based advertising to fill the void. Political advertising is, in fact, moving online with a vengeance. Recode.net reports that in 2008, presidential campaigns spent only \$22 million (Rs. 150 crores approximately) on digital efforts out of the total \$6.2 billion (Rs. 42,000 crores approximately) designated for advertising. In 2016, the number is predicted to

11872: A Republican campaign banner designed to appeal to the labor vote by invoking the working class origins of presidential candidate Ulysses S. Grant.



1908: Postcard for Republican

candidate William H. Taft's presidential election campaign.





WISE OLD H00H00 H00-H00

1928: Campaign song sheet music from Republican candidate Herbert Hogyer's campaign.



President Johnson's 'Daisy' ad was a watershed moment for political advertising. It was designed to tap into something emotional and visceral, to pull at the viewers' heartstrings without giving a direct 'vote for me' message.

reach \$1 billion (Rs. 6,780 crores approximately).

According to Rouse, Democratic presidential candidate and former Secretary of State Hillary Clinton's campaign is harnessing the power of online advertising. "What she has done is put out online video ads that use [Republican candidate] Donald Trump's own...words to hit at him, without her showing up anywhere in the videos or anybody else making comments," she says. "We're used to seeing candidates speaking negatively about their opponents and accusing them of things. But this time around, she's letting her opponent do all the talking."

"It's also less expensive than television or print ads," says Rouse. So, Clinton "can create, post and share more of them."

Right: Vice President Hubert H. Humphrey (center) is presented a copy of a newspaper advertisement listing 800 supporters of his candidacy for the president, at Metropolitan Airport in Detroit in May 1968.

For his own part, Trump uses and relies more on social media, particularly Twitter, than any other presidential candidate before him, says Rouse. "This has been, in part, a purposeful strategy and also a consequence of not running a traditional campaign with media and PR [public relations] manpower and advertising money," she says.

"In addition, this strategy allows him to fully control the message in ways not seen in past campaigns," Rouse continues. "Trump is adamant that this is a winning strategy for him."

1948: Progressive Party campaign poster, showing Thomas E. Dewey, the Republican nominee, sitting on upright piano played by Harry S. Truman, the Democratic nominee

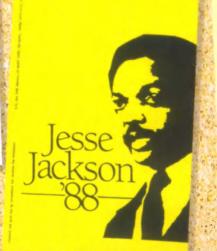




1987: Political poster for Democratic candidate Robert Kennedy's 1968 presidential 5 ' election campaign in pop art style



1988: Political poster for Democratic candidate Jesse Jackson's presidential election campaign.





2008: Political poster for Democratic candidate Barack Obama's presidential election campaign.

Advertisements that attack opposing candidates, in subtle or overt ways, are nothing new in U.S. politics, Rouse points out.

One infamous example is a 1964 advertisement by President Lyndon B. Johnson, who was seeking a second term as president at the time. In the television advertisement, the idyllic scene of a young girl picking petals off a daisy while counting morphs ominously into a countdown to a nuclear explosion. The tagline at the end of the advertisement: "Vote for President Johnson on November 3. The stakes are too high for you to stay at home." The ad immediately received widespread criticism and was aired only once. Still, it is believed to have helped Johnson win the election.

When are **ELECTIONS** Held?

Lections for federal office are held in even-numbered years. The presidential election is held every four years and takes place on the Tuesday after the first Monday in November. Elections for all 435 seats in the U.S. House of Representatives are held every two years. U.S. senators serve six-year terms that are staggered, so that one-third (or one-third plus one) of the 100

senate seats come up for election every two years. If a senator dies or becomes incapacitated while in office, a special election can be held in an odd-numbered year or in the next even-numbered year. The newly elected senator serves until the end of the original senator's term. In some states, the governor appoints someone to serve the remainder of the original term.

Right: A volunteer for thenpresidential candidate Barack Obama's campaign displays a T-shirt while sitting on a car covered with promotional stickers in 2008. Below: A resident of Ohio displays the political mailers her family received at home in 2012.



Center for American Politics and Citizenship

https://capc.umd.edu

Top 10 campaign commercials http://goo.gl/JCduMo

The science of political advertising http://goo.gl/MRmgL

Political advertising in the 2016 elections http://goo.gl/z0mB0v



shed moment for political advertising," says Rouse. "It was designed to tap into something emotional and visceral, to pull at the viewers' heartstrings without giving a direct 'vote for me' message, which was much more common in newspaper advertisements at the time. It's had a huge impact on political advertisements since."

Case in point, political ads in the United States often trend negative, with many ads crafted to stain the reputation of opponents or scare the public into voting against them. Rouse says that it's a strategy that works all too often.

"Negative campaign ads seek to put out a message that is simple, powerful and strongly emotional," she says. "Educated, highinformation voters might think of these sorts of have an impact with low-information voters who may not know a lot about the issues and make their decisions based more on emotion than on facts."

Viewing the presidential election as a private citizen, rather than a professor and researcher, Rouse hopes for more positivity and respect in political advertising in the future. Unfortunately, she doesn't expect significant shifts in tone in the foreseeable future.

"I fear that this year, it will be beyond anything that's come before," she says. "Whatever the case, though, it'll be very interesting to see what happens."

Michael Gallant is the founder and chief executive officer of Gallant Music. He lives in New York City.

Right and far right: Online ads for the 2016 presidential candidates, Hillary Clinton and Donald Trump. respectively.





In 2016, there has been a notable decrease in traditional newspaper and magazine advertisements, and a rise in television, social media and Internetbased advertising to fill the void.



Out on Their Own

By CARRIE LOEWENTHAL MASSEY

bout 10 years ago, Sevag Demirjian chose independence. He felt the two-party system of U.S. politics wan't for him, and he opted out of a party affiliation to become an independent voter.

Demirjian's decision to abandon political parties took shape over time.

"F grew up in a GOP [Grand Old Party, a common nickname for the Republican Party] household and was a registered Republican when I turned 18. But my first presidential wote was for Bill Clinton [a Democratic candidate] in 1996. So, from then I knew I wouldn't be

Gallup poll on Americans' political party identification http://goo.gl/unpKbU

> Independent Voter Project

http://goo.gl/YGSqxy

NPP voters in California

http://goo.gl/vpHXjC

Primaries: Open and Closed http://goo.gl/Xh9AWS

Right: Sevag Demirjian (left) with former California State Senator Lou Correa (center) at the California State Capitol. Below: Color-coded ballots for each Oklahoma County district at the Oklahoma Board of Elections in June 2016. In most districts, independent voters were able to choose between a Libertarian or Democratic ballot for the state elections. Far right: A voter marks a ballot for the New Hampshire primary inside a voting booth in Manchester.

a typical political party member who blindly casts a vote for a party regardless of the individual candidate or issue," he says.

There are two dominant political parties in the United States, the Democrats and the Republicans, though many smaller parties also exist.

Over time, Demirjian, who practices law in Los Angeles, became more and more disillusioned with the political process.

"Both sides always hold their ground and every 'debate' results in anger, disappointment and negativity, with both sides truly believing they are right and the other side is not only wrong, but also immoral and/or stupid. To me, this just doesn't seem like a logical way to run our country," he says.

Eventually, Demirjian switched his voter registration from Republican to No Party Preference (NPP), an option available in California. In a presidential election, a No Party Preference registrant can vote in any open primary. The Democratic, Libertarian and American Independent Party in California welcome No Party Preference voters, while the Republican, Green, and Peace and Freedom parties do not. In 2016, Demirjian voted in the Democratic presidential primary.

Demirjian is not alone in his discontent with U.S. political parties. According to a Gallup poll in 2015, for the fifth consecutive year, at least four in 10 respondents identified themselves as politically independent, even if they tended to lean Republican or Democratic on issues.

"There are a litany of reasons why people are choosing not to have a political party preference," says Dan Howle, co-chair of the Independent Voter Project, a nonprofit, nonpartisan organization dedicated to encouraging independent voters to participate in the electoral process.

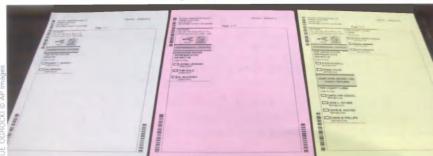
"From a purely political perspective, many people do not identify with all the positions of any political party. Some voters do not like the abundance of campaign literature that arrives in their mailboxes. Younger voters simply do not identify with political parties and are not inclined to 'join' a party. Others have cultural reasons. Many Asian and Hispanic voters choose not to state a party preference," says Howle.

Howle co-founded the Independent Voter Project in California in 2006 with a threefold purpose: to "give every voter the opportunity to vote for any candidate," no matter their political party; to "give candidates, who did not have a party preference, equal access to be on the ballot" and to "make elections competitive," he says.

The Independent Voter Project supervised the drafting of Proposition 14, a ballot measure passed in California in June 2010, which introduced the top-two primary election system. Within this system, all candidates, regardless of their political parties, are listed on the primary ballot. Voters of any party, or no party, can vote for whomever they choose. The process applies to all elections except presidential primaries.

According to Howle, the top-two primary









Left: According to a Gallup poll in 2015, at least four in 10 respondents identified themselves as politically independent.

election system has had a "tremendous" impact on election results in California and maximized competition. It also significantly increased the influence of independent voters.

"The top-two open primary results in general election contests that have two members of the same political party running against each other. In those cases, independent voters are the decision-makers," says Howle.

Demirjian says independent voters "have the power to make a big difference in local elections." To hold the same sway in presidential elections, Demirjian believes, the country needs to "break out of the two-party system," which, however, he sees as unlikely to happen anytime soon. Still, he thinks, the ever-increasing number of voters choosing to go independent will help shape the political landscape. "As frustration grows and people begin to pay attention, this trend toward independent voting will only continue, forcing members of the two major political parties to temper their unilateral decision-making," says Demirjian.

Voter independence is key to fair elections, too, says Howle, who continues to work with the Independent Voter Project to bring open primaries to other states.

"Remember, elections are for the benefit of voters, not political parties or candidates," he says. "Voters pay for elections and should have equal opportunity to choose the people they want to represent them without restrictions imposed by the parties."

Carrie Loewenthal Massey is a New York Citybased freelance writer. From a purely political perspective, many people do not identify with all the positions of any political party.



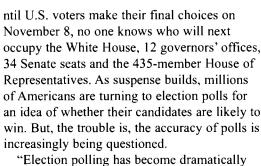


Who VOTES?

hen George Washington was elected as the first president in 1789, only six percent of the U.S. population could vote. In most of the original 13 states, only landowning men over the age of 21 had the right to vote. Today, the U.S. Constitution guarantees that all U.S. citizens over the age of 18 can vote in federal (national), state and local elections.

The Art and Science of

By STEVE FOX



"Election polling has become dramatically more difficult to do well in just the last two election cycles," says Cliff Zukin, former president of the American Association for Public Opinion Research. "Two trends are driving the increasing unreliability of election and other polling in the United States: the growth of cell phones and the decline in the number of people willing to answer surveys."

A mixture of art and science, election polling requires constructing—and connecting with—a tiny but statistically representative sample of voters that will accurately reflect the decisions millions of Americans will make in the future. With landlines disappearing and U.S. law prohibiting machine dialing ("robocalls") to cell phones, pollsters must pay for hand-dialed calls to busy citizens, who frequently refuse to answer their questions. As a result, good polling has become significantly more complicated and expensive, and some organizations are cutting corners.

"Many low-quality surveys are being done," says Gary Langer, former director of polling at ABC News who now heads the New York-based Langer Research Associates, which provides survey research design, management and analysis. "The news media are datahungry. They want to grab some numbers and run, instead of stopping to reflect. But running with data is like running with scissors—you're bound to get hurt."

Langer is dismissive of "horse race" election polls that focus on which candidate is leading on a given day, even though the actual election may be months away.

"Good polls give us an irreplaceable window into the decision-making processes at play in a national election," he says. "They help us understand what issues voters care about, which are less decisive for them, and how those translate into support for different candidates. Boiling everything down to a horse race number is throwing away profound information we can gather about elections."

The 2016 presidential election, which pits businessman Donald Trump in an unorthodox campaign against former U.S. Secretary of State Hillary Clinton, has also challenged pollsters because it doesn't fit their customary parameters.

One of the most celebrated pollsters in the United States is Nate Silver. He successfully called the outcomes in 49 of the 50 states in the 2008 presidential election and correctly predicted the winner in each state in the 2012 presidential contest. Despite this, in a self-critique on his website (http://fivethirtyeight.com), Silver wrote an article titled, "How I Acted Like a Pundit And Screwed Up On Donald Trump." In the United States, pundit refers to a person who comments frequently on events, usually in the print or television media.

"We didn't just get unlucky: We made a big mistake, along with a couple of marginal ones," wrote Silver. "Unlike virtually every other forecast we publish at FiveThirtyEight...our early estimates of Trump's chances weren't based on a statistical model. Instead, they were what we call 'subjective odds'—which is to say, educated guesses. In other words, we were basically acting like pundits, but attaching numbers to our estimates. And we succumbed to some of the same biases that pundits often suffer, such

The polling industry is evolving its methodologies to keep pace with the changing U.S. election scenario.



Good polls give us an irreplaceable window into the decision-making processes at play in a national election. They help us understand what issues voters care about, which are less decisive for them, and how those translate into support for different candidates.

POLLINGAAPOR

American Association for Public **Opinion Research**

www.aapor.org

PewResearchCenter |

Election polling

http://goo.gl/abwFQq

as not changing our minds quickly enough in the face of new evidence."

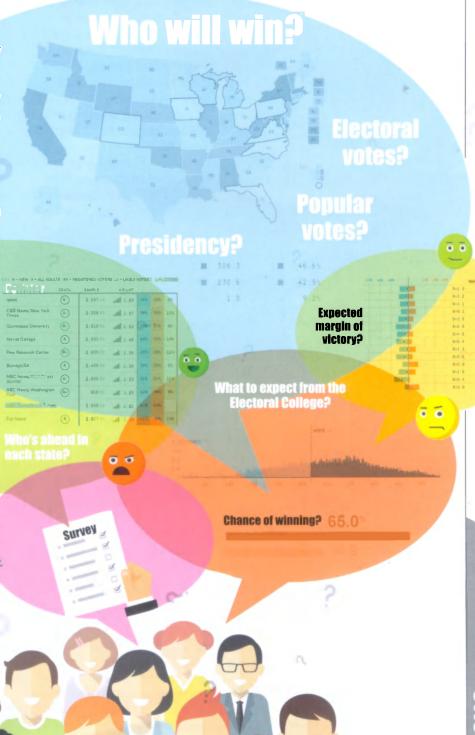
Of course, polls were also wrong about Trump's opponent, Clinton. Just before the important California Democratic primary, several polls showed Clinton ahead of her rival, Vermont Senator Bernie Sanders, by only a couple of points. When the final votes were tallied, Clinton won by nearly 13 points. The disparity highlights an inherent flaw in polls—they cannot capture what voters really do as opposed to what they say they are going to do. Sanders' biggest supporters were younger voters, but observers note that they are less likely to actually turn out on Election Day than older ones.

Many pollsters, however, deny their surveys have become less accurate. "There have been a few high-profile misses—something that can be found in the whole history of polling," says Courtney Kennedy, director of survey research at the Washington, D.C.-based Pew Research Center. "But if you look at the trends, particularly for U.S. elections, the average error is really no worse than it had been historically."

Pollsters are working to improve the accuracy of their products that are likely to remain popular, at least with the media.

"The polling industry is constantly evolving and improving its methodologies and will continue to do so," says Krista Jenkins, professor of political science at Fairleigh Dickinson University in Teaneck, New Jersey, and executive director of PublicMind, the university's survey research center. "The media loves polls for a number of reasons—in the 24/7 news environment, filling content is key, and polls provide a cheap way of keeping those mouths moving."

Steve Fox is a freelance writer, former newspaper publisher and reporter based in Ventura, California.



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EMBER/OCTOBER 2016 15

i GAMPAIGN



New forms of campaign funding are changing the role of money in U.S. politics.





A January 2016 TIME magazine article on

oney is a necessity in democratic politics. Election candidates must have funding for their campaigns. In turn, there must be oversight and effective regulation of the financing of those campaigns to ensure the integrity of the electoral process.

The three most common methods of regulation in the United States are disclosure and reporting requirements, setting contribution linits to candidates' campaigns and providing means for public financing of elections.

In recent history, U.S. presidential candidates have relied on donations from private individuals, national party committees, candidate committees and public funding to cover the costs of communicating with voters as well as expenses on staff, travel and campaign management. However, new sources of campaign funding surfaced during the 2012 election cycle, contributing to an exponential growth in election campaign financing. In the 2016 presidential elections, it is expected to exceed \$1 billion (Rs. 6,800 crores) per candidate.

In 1975, the U.S. Federal Election Commission was established as an independent regulatory agency to disclose campaign finance information, enforce provisions of the Federal Election Campaign Act of 1971, like limits and prohibitions on contributions, and oversee public funding of presidential elections.

"It is about transparency and accountability to the American public with the unlimited contributions and expenditures of Super PACs [political action committees] and outside spending groups, many of which do not disclose their donors," says Ellen L. Weintraub, commissioner of the U.S. Federal Election Commission.

Unlike traditional PACs, Super PACs cannot coordinate their spending with a candidate or contribute directly to that candidate. However, they can spend an unlimited amount of money on advertisements and other efforts to support the candidate.

campaign finance reform noted that while some political analysts see corruption in unrestricted spending, others see an equal playing field.

In 2010, the political landscape for campaign finance in the United States changed significantly with the U.S. Supreme Court case, Citizens United v. Federal Election Commission. Until that time, the U.S. Federal Election Commission regulations prohibited labor unions, corporations and other associations from spending money on independent expenditures and electioneering communications that advocate for the election or defeat of a clearly-identified candidate for federal office.

A January 2015 USNews.com article titled, "How Citizens United Changed Politics in 5 Years" says, "The justices' ruling said political spending is protected under the First Amendment, meaning corporations and unions could spend unlimited amounts of money on political activities, as long as it was done independently of a party or candidate.... Most advocates say the Supreme Court made a good-faith effort to promote transparency and prevent coordination in its Citizens United ruling."

This ruling changed the campaign finance system, exempting Super PACs, which are presumed to be independent of the candidate, from U.S. Federal Election Commission filing and disclosure requirements.

Weintraub explains, "In a federal election [2015-16], an individual citizen's contribution to a candidate is limited to \$2,700 (Rs. 1,83,300 approximately)." A presidential candidate also has to adhere to restrictions on spending caps for using public funding through the Presidential Election Campaign Fund, implemented in 1973 to level the playing field in presidential elections. "Meanwhile, a super political action committee or 501c-outside organization can accept unlimited contributions from a single individual," she adds.

For Weintraub, disclosure is key in the world of campaign finance. "It's not so much By HILLARY HOPPOCH

the staggering amount of money, but where the money is coming from." According to her, one option might be asking each of the 130 million U.S. citizens who voted in the 2012 election cycle to donate \$100 (Rs. 6,800 approximately) to a presidential candidate fund, potentially "resulting in \$13 billion (Rs. 88,000 crores) in the system—non-corrupting, legal, transparent and raised by U.S. citizens."

Weintraub adds that it's about engaging and empowering citizens. "Democracies are large and complicated, with a wide range of constituents. It's essential to involve citizens, to get their participation for it to work."

Hillary Hoppock is a freelance writer, former newspaper publisher and reporter based in Orinda, California.

Disclosure

The Federal Election Campaign Act requires candidate committees, party committees and PACs (political action committees) to file periodic reports disclosing the money they raise and spend. Candidates must identify, for example, all PACs and party committees that give them contributions, and they must identify individuals who give them more than \$200 (Rs. 13,000 approximately) in an election cycle. Additionally, they must disclose expenditures exceeding \$200 per election cycle to any individual or vendor.

Reports filed by registered political committees (such as candidates' campaigns, party committees and PACs) are available for inspection and copying in the U.S. Federal Election Commission's Public Records Office. The commission makes the reports public within 48 hours after their receipt. Visitors may access the commission's computer database, which contains helpful indexes on several types of campaign finance activities (large contributions, PAC contributions, etc.).

Source: http://www.fec.gov/pages/brochures/fecfeca.shtml#Disclosure

U.S. Federal Federal election
Election campaign laws
Commission www.fec.gov/law/
feca/feca.pdf

Citizens United v. Federal Election Commission

Go Online

FUNDING





Above: Marco Rubio (from left), Donald Trump, Ted Cruz and John Kasich during the Republican presidential debate sponsored by CNN, Salem Media Group and the Washington Times at the University of Miami in Florida in March 2016. Above right: Bernie Sanders

(right) and Hillary Clinton at the CNN Democratic presidential

primary debate in New York in April 2016. Right: Henry Ross Perot (center) laughs after saving, "Watch my lips," in response to reporters asking when he plans to formally enter the presidential race in May 1992 in New York City, where Perot was speaking before the American Newspapers Publishers Association.

By STEVE FOX

How digitization of media is affecting the 2016 U.S. presidential election coverage.

he 2016 U.S. presidential election has American voters fascinated, with one study by the Washington, D.C.-based Pew Research Center finding that nine in ten adults are following the race in the media. And while the candidates argue their cases, another debate is taking place—over how well the media is doing its job.

The media performs many critical tasks in the U.S. electoral process. These include serving as a platform for candidates, an open forum for debates and discussions, a watchdog for accuracy and transparency, a public educator on issues and candidates and, finally, reporting the actual results. In the years gone by, these roles were fulfilled primarily by traditional media outlets—newspapers, television and radio. Now, the growth of other sources of news and engagement has changed the equation.

"The traditional mainstream media has been a bit of a gatekeeper—candidates have had to go through the media to get to the public," says Edward Schumacher-Matos, journalist and director of Tufts University's The Edward R. Murrow Center The vetting is over and the choice has been made. Hillary Clinton and Tim Kaine are making their debut as a presidential ticket in Florida

Follow along for live updates from the raity: http://



Hillary Clinton and Tim Kaine to Debut Ticket in Battleground of Florida

Comment A Share

A noon rally is set for Florida International University in Miami, in a state where Mrs Clinton hopes to woo Hispanic voters with the help of Mr Kaine, who speaks NYTIMES COM: BY AMY CHOZICK AND ALAN RAPPEPORT

This Week @ This Week ABC Jul 16

Donald Trump officially introduces Mike Pence as his running mate: "The next Vice President of the United States "



Trump Officially Introduces Mike Pence as Running Mate See the whole picture with ABC News



3:19 AP

TIME

Donald Trump and Hillary Clinton

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Campaigns Invited to White House Transition Meetings

By Zeke J Miller | July 29, 2016



Donald Trump's Running Mate Mike Pence

Decries 'Name Calling' in **Politics**

By Justin Worland | July 29, 2016



16

Delegate tracker

Last updated: April 29, 2016, 3:31 p.m. EDT

Delegates are allocated in a series of primaries and caucuses, each governed by rules that vary state by st Whichever candidate receives the majority of delegate: awarded the official presidential nomination.

DEMOCRATS Need 2,383 to win



REPUBLICANS Need 1,237 to wir







The election conversations on Twitter and Facebook rely heavily on the content produced by traditional news outlets, while the latter increasingly look to social platforms for readouts on the public's views.



for a Digital World in Massachusetts.

"But, more and more, the mainstream has lost that power," he says. "Candidates are now able to go directly to the public through social media. And that has changed the whole editorial or election process."

At the 2016 Tomer Prize Ceremony in March in Washington, D.C., President Barack Obama urged journalists to question candidates more thoroughly about their statements and policies.

"A job well done is about more than just handing someone a microphone," he said. "It is to probe and to question, and to dig deeper, and to demand more. The electorate would be better served if that happened."

Above left: Richard M. Nixon (left) and John F. Kennedy during a television debate in New York City in December 1960. Television debates were an innovation in the 1960 U.S. presidential campaign.

Above: President Harry S. Truman holds up an election day edition of the Chicago Daily Tribune which, based on early results, mistakenly announced "Dewey Defeats Truman," on November 4, 1948.

Left: Democratic vice presidential candidate Geraldine Ferraro speaks to reporters on a plane in New York in August 1983. She was the first woman vice-presidential nominee of a major U.S. party.

President Obama contended that the combination of fewer newspapers and the increasing popularity of social media has led journalists, even those in the mainstream media, to focus on what's "trending" rather than what truly matters. "...We've seen newsrooms close. The bottom line has shrunk. The news cycle has, as well," he said. "And, too often, there is enormous pressure on journalists to fill the void and feed the beast with instant commentary and Twitter rumors, and celebrity gossip, and softer stories. ... But, 10, 20, 50 years from now, no one seeking to understand our age is going to be searching the tweets that got the most retweets, or the posts that got the most likes."

How Many Times can a Person be a U.S. President?

After George Washington, the first U.S. president, declined to run for a third term, many Americans believed that two terms in office were enough for any president. None of Washington's successors sought a third term until 1940 when, at a time marked by the Great Depression and World War II, Franklin D. Roosevelt sought, and won, a third presidential term. He won a fourth term in 1944 and died in office in 1945. Some people thought

that was too long for one person to hold presidential power. So in 1951, the 22nd Amendment to the U.S. Constitution was ratified, which prohibits anyone from being elected president of the United States more than twice. However, not everyone agrees that social media is dominating election coverage.

"I think, old and new media are too intertwined with each other to say definitively that one is rising and the other fading away," says William Powers, a veteran journalist who is now a research scientist at the Massachusetts Institute of Technology Media Lab in Cambridge, which studies election coverage.

"They play quite different roles and flow into each other," he says. "The election conversations on Twitter and Facebook rely heavily on the content produced by traditional news outlets, while the latter increasingly look to social platforms for readouts on the public's views. Traditional news outlets and the journalists who work for them also tweet, and the social platforms are major aggregators and distributors of mainstream news."

Schumacher-Matos sees a danger in the tendency of some voters to rely on the personalized news feeds created by social platforms rather than media outlets themselves.

"With social media, we each see different stories come up in our recommended lists because the platform's algorithms decide we are going to like those stories because our friends like them or because of our past reading habits," he says. "That often creates a situation where people are essentially talking to themselves. It's negative in that it tends to create tribes. You no longer have one place where everybody comes together and debates, as we did when the media really meant newspapers—local and national—and the three television networks [ABC, CBS and NBC]."

There seems to be little doubt that the media itself has fragmented. The Pew Research Center study identified 11 different media outlets and asked respondents which they found most helpful for election coverage. At 24 percent, cable television news was the top choice, with local television and social media each rated at 14 percent, news websites and apps at 13 percent, radio at 11 percent and network nightly television news at 10 percent. Print versions of local and national newspapers were rated three percent and two percent, respectively, along with late-night comedy shows at three percent. Websites, apps or emails of the candidates or campaigns stood at one percent and of issue-based groups at two percent.

The Pew researchers also found that U.S. citizens look to a variety of outlets for their news—45 percent of those surveyed said they learned about election developments from five or more information streams, while only nine percent focused on just one. In other words, voters may have compensated for the decline in mainstream media by broadening their sources of information.

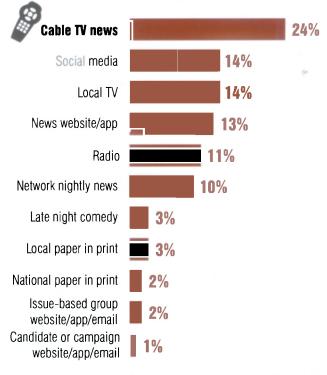
Steve Fox is a freelance writer, former newspaper publisher and reporter based in Ventura, California.

Vast majority of Americans learning about 2016 presidential election; cable news seen as most helpful source type

91%

of U.S. adults learned about the 2016 presidential election in the past week

Among those who learned about the election, % who name each source type as **most helpful**



Source: Survey conducted Jan. 12-27, 2016 **PEW RESEARCH CENTER**

The 2016 Presidential Campaign—a News Event That's Hard to Miss http://goo.gl/WzQuV8

The Edward R. Murrow Center for a Digital World http://fletcher.tufts.edu/ Murrow-Center MIT Media Lab www.media.mit.edu

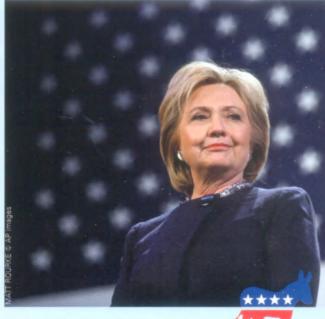




Moet the Candidates

A look at the life and times of the U.S. presidential candidates, Hillary Clinton and Donald Trump.





Donald Trump Hillary Clinton

www.donaldjtrump.com www.hillaryclinton.com

Above: Republican presidential candidate Donald Trump at the Palm Beach County Grand Old Party's Lincoln Day Dinner in Florida in March 2016. Above right: Democratic presidential candidate Hillary Clinton at a campaign stop in Rochester, New Hampshire, in January 2016.







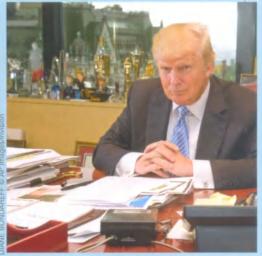
Top: Donald Trump with his wife, Melania Trump, during the Republican National Convention in Cleveland in July 2016.

Above: Hillary Clinton with her husband, former President Bill Clinton, at a rally in Davenport, lowa, in January 2016.



Far left: Hillary Clinton at a campaign stop at the University of Bridgeport in Connecticut in April 2016. Left: Donald Trump at a rally in San Diego, California, in May 2016.













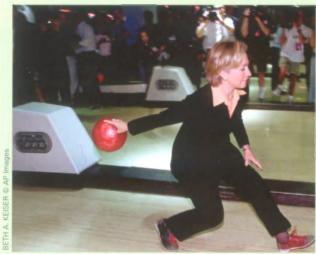
Far left: Then-Secretary of State Hillary Clinton hosts a working lunch for French President François Hollande at Blair House, the U.S. President's guest house, in Washington, D.C, in May 2012. Left: Donald Trump in his Trump Tower office in New York City in June 2012. Below far left: The Clintons

with their week-old baby daughter, Chelsea, in Little Rock, Arkansas, in March 1980. Bill Clinton was governor of Arkansas from 1979 to 1981 and again from 1983 to 1992. Below left: The Trumps with their son, Barron, at a ceremony where Donald Trump was honored with a star on the Hollywood Walk of Fame in Los Angeles, California, in January 2007.

Bottom far left: Bjorn Lyrvall, ambassador of Sweden to the United States, presents Clinton with a diploma and doctor's hat, insignias of an honorary doctorate in medicine that she was awarded in 2007 by the University of Gothenburg, at the Clinton Foundation in New York in November 2014.

Bottom left: Sir Ian Wood, chancellor of Robert Gordon University in Scotland, presents Trump with an honorary award of Doctor of Business Administration in October 2010.











Below: Hillary Clinton with Miss Teen New Hampshire, Allie Nault (center), and Miss New Hampshire, Holly Blanchard, during the 2015 Fourth of July parade in Gorham. Below right: Donald Trump congratulates Lynnette Cole, winner of Miss USA 2000, during the pageant finals in February, in Branson, Missouri.





Top left: Hillary Clinton bowls during a fundraiser for St. Pius V High School at the Leisure Time Bowling alley in New York in July 2000.

Top right: Donald Trump at the Deutsche Bank Championship golf tournament in Norton, Massachusetts, in August 2007.

Above left: Actress Meryl Streep and Clinton take a selfie following the U.S. State Department dinner for the Kennedy Center Honors gala in Washington, D.C., in December 2012.

Above: Trump and music producer Simon Cowell present the award for outstanding supporting actress in a comedy series at the 56th Annual Primetime Emmy Awards in Los Angeles, California, in September 2004.









Top: Donald Trump with family members on the NBC "Today" television program, in New York, in April 2016. From left are daughter Tiffany Trump, son Donald Trump Jr., wife Melania Trump, daughter Ivanka Trump and son Eric Trump. Standing in the front row are Kai Trump and Donald Trump III, children of Donald Trump Jr.

Top right: Hillary and Bill Clinton with son-in-law Marc Mezvinsky, daughter Chelsea Clinton and their newborn

grandson, Aidan Clinton Mezvinsky, at Lenox Hill Hospital in New York in June 2016.

Above: With the Washington Monument in the background, then-President Bill Clinton and First Lady Hillary Clinton walk toward the Marine One helicopter in June 1996, to leave for an economic summit in France. Above right: Supporters take pictures of Trump's plane as it taxies to a hanger before a rally in Sacramento, California, in June 2016.









Top: Donald Trump reacts as Melania Trump answers a question during an interview on the NBC "Today" television program in New York in April 2016.

Above: Then-First Lady Hillary Clinton and then-President Bill Clinton share a hearty laugh at an event on the beach at Waikiki, Honolulu, in July 1993. Below left: Donald and Ivanka Trump at the ground breaking ceremony for the Trump International Hotel in Washington, D.C., in July 2014.

Below: Hillary and Chelsea Clinton at the African American Festival, "I'll Make Me a World in Iowa," in Des Moines in January 2016.









Above: Employees at St. John's Riverside Hospital in Yonkers, New York, take photographs of Hillary Clinton during a visit in April 2016. Above right: Supporters take photographs of Donald Trump during a rally in Reno, Nevada, in February 2016. Right: Then-Secretary of State Clinton checks her BlackBerry at a desk inside a C-17 military plane during her journey to Tripoli, Libya, in October 2011. Far right: Trump takes a phone call during the second round of the AT&T Pebble Beach National Pro-Am in California in February 2005. **Below right: Clinton signs** autographs after casting her vote in the New York primary at the Grafflin Elementary School in Chappaqua in April 2016. Below far right: Trump signs an autograph for a supporter

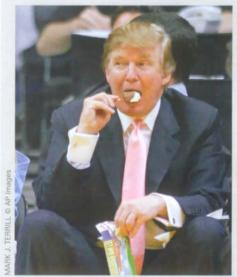
after a campaign rally at West Chester University in Pennsylvania in April 2016.

















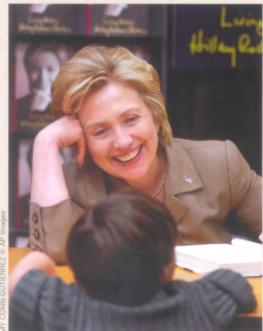
Far left: Donald Trump enjoys an ice cream bar as he watches the Los Angeles Lakers play the Cleveland Cavaliers in Los Angeles in January 2005. Left: Hillary Clinton enjoys an ice cream during a stop at Moo's Place Homemade Ice Cream in Derry, New Hampshire, in May 2015. Below far left: Clinton

speaks during a campaign stop at the University of Bridgeport in Connecticut in April 2016.

Below left: Trump speaks during a campaign rally in Davenport, lowa, in December 2015.

Below: Then-Senator Hillary Clinton talks to a child while signing her book, "Living History," in Dallas, Texas, in December 2003.

Below right: Donald Trump signs copies of his book, "Trump: Surviving at the Top," at Waldenbooks store in New York in August 1990.





Molunteer for

By CARRIE LOEWENTHAL MASSEY

olunteering to work on a political campaign should come with a warning: Attention! Not for the fainthearted.

"Day to day was grueling, and the nine months I worked on the [Bernie] Sanders campaign are kind of a blur," says Victor Garcia, a political science student at the University of California, Santa Barbara (UCSB).

He served as the external co-chair for UCSB for Bernie, was a founding member of Santa Barbara County for Sanders and held several other positions with local Democratic party organizations, leading up to the California presidential primary in June.

"My schedule was from 8 a.m. to 10 p.m. I would check my email compulsively in a huge part of my life."



Campaign volunteers

devote endless time and energy to the candidates and causes they care about most.



ponding via email to constituents' questions about the election, registering voters, managing campaign budgets and canvassing door to door. In addition, every day, he did what he calls "an hour of power"—going through an automatic phone dialer and calling about 20 people within an hour to encourage them to vote and try to secure their support for Sanders.

Brendan Quinones, chairman of the New Jersey Young Republican Federation, has done similar work as a campaign volunteer for several Republican state senate and county office candidates. For the 2016 presidential primary season, he first supported Florida Senator Marco Rubio. But when the senator dropped out of the race, Quinones backed John Kasich,

governor of Ohio.

"Generally, I offer candidates

support in managing social media accounts and organizing voter outreach through voter analysis and other means. I also do the typical campaign-related tasks of making phone calls and knocking on doors. For me, there's simply no substitute for face-to-face campaigning," says Quinones.

While the days spent volunteering are long and tiring for both Quinones and Garcia, they're also personally fulfilling.

"I love the camaraderie that develops within a campaign team. I am proud to count many candidates and volunteers that I have worked with as great friends. Additionally, it's always wonderful to help elect candidates who implement positive policies that have a real impact in improving the lives of everyday people," says Quinones.

"It was fun and I wouldn't trade it for any experience ever," says Garcia. "A lot



UCSB for Bernie

New Jersey Young Republican Federation

www.njyrf.com



Above: Volunteers for Donald Trump's campaign wait to hand out signs ahead of an event at Watertown International Airport in New York in April 2016.

April-2016.
Far left: A volunteer for Bernie
Sanders assists a woman in finding
her voting place in the Boyle Heights
district of Los Angeles.

Left: A campaign volunteer for Hillary Clinton prepares for a rally in New York in March 2016.

Below left: Brendan Quinones (center), chairman of the New Jersey Young Republican Federation, with the members of the organization's executive board.

Below right: A supporter of Florida Senator Marco Rubio writes a personal message for him in Jacksonville, Florida.





While rare, there are elections that are decided by one vote, or 537 votes in the case of Florida in 2000, and you don't want to feel like you could have done more to help your candidate win.

of opportunities arose for me and my fellow volunteers because of being involved with the progressive movement." Garcia counts one of these opportunities as participating in the Million Student March in November 2015, during which students at 115 college campuses across the United States advocated for free public education, a \$15 (Rs. 1,000 approximately) minimum wage for all university campus workers, and more.

At the end of the day, it's the love for politics, concern about the issues the candidates address and belief in the importance of the election process that keep campaign volunteers coming back and doing the hard day-to-day work.

"Sometimes, the idea of talking to random strangers can be scary. But once you get used to it, it's not that bad," says Mark Ayoub, a market researcher in Boston, who has been volunteering for various Democratic campaigns since 2000 and worked for Bernie Sanders in 2016. "While rare, there are elections that are decided by one vote, or 537 votes in the case of Florida in 2000, and you don't want to feel like you could have done more to help your candidate win."

For Quinones, politics is a family

affair—his twin brother, Ryan Quinones, serves as the national committeeman of the Louisiana Young Republicans—and one he plans to stick with.

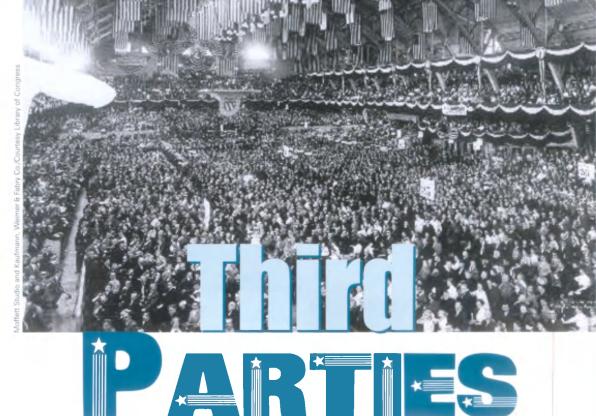
"I can't imagine completely removing myself from politics, so I'll probably remain active as a political volunteer for the foreseeable future. Politics is my passion," he says.

For Garcia, life without political campaign work is just not complete. Upon returning home to the Los Angeles area this past summer, he immediately began looking for a local assembly campaign to work for to hold him over until returning to Santa Barbara in the fall. He sees it as a career stepping-stone, too.

"Don't feel bad about people who have had enough caffeine to shorten their lives for campaigns because they're going to get jobs out of it," he says. "In the past, it was your need to know the right people and have the right credentials, but now you just have to show your capacity to do the work and your passion. I've seen people's lives change because of it."

Carrie Loewenthal Massey is a New York City-based freelance writer.

Right: The national Progressive
Party Convention in Chicago,
where former Republican
President Theodore Roosevelt
was nominated as the party's
presidential candidate, on
August 6, 1912.
Below right: Roosevelt
campaigns as a candidate of
the Progressive Party in 1912,
after the Republicans
nominated William Howard Taft
as their candidate.



in U.S. Politics

By PAROMITA PAIN

Third parties and independent candidates play an important role in democratic systems, but they are minor players in the United States.

hen you think of politics in the United States, you think of the Democrats and the Republicans. The landscape has been influenced for so long by these two parties that it's hard to imagine that there might be other contestants or third parties in the country.

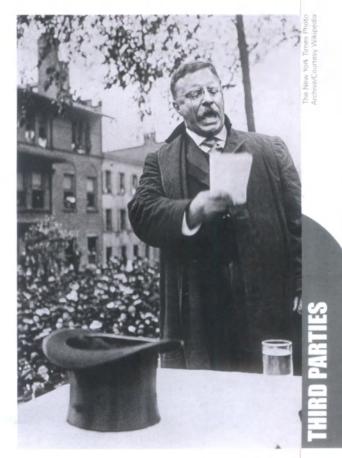
According to a 2013 Gallup poll, 60 percent of U.S. citizens feel that a third major political party is needed.

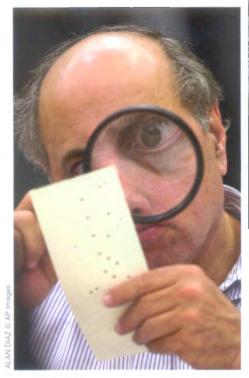
Clearly, many Americans are not aware that there are several third parties like the Libertarian Party, the Green Party, the Natural Law Party and the Constitution Party, which are recognized in more than 10 U.S. states as of April 2016.

Long and vibrant history

"The electoral system in place highly favors a two-party system, but third parties have a long and vibrant history in the political history of the country," says Robert Jensen, a professor in the School of Journalism at The University of Texas at Austin.

John Adams, the second president of the United States, had once said that





Above: Judge Robert Rosenberg, Broward County Canvassing Board member, examines a disputed ballot at the Broward County Courthouse in Florida in November 2000.

Above right: Four-time governor of Alabama George C. Wallace ran unsuccessfully for president thrice—once as a third party candidate in 1968.

Below: Independent presidential

candidate Henry Ross Perot addresses a rally at the Flemington Fairgrounds in New Jersey in October 1992. Perot won close to 19 percent of the popular vote in the election. He contested again in 1996 as a Reform Party candidate.

Below right: Reform Party presidential candidate Patrick J. Buchanan (right) visits the Thomas Edison Center in New Jersey in October 2000.



there was nothing more he feared than the country being divided "into two great parties, each arranged under its leader and converting measures in opposition to each other. This, in my humble apprehension, is to be dreaded as the greatest political evil under our Constitution."

"The seeds of the party system was sown during [George]
Washington's time, when Alexander
Hamilton and Thomas Jefferson differed on whether America should remain agricultural or be an industrialized nation," says Jensen. In the 1850's, slavery was one of the causes that led to party transitions, where the Whigs died and the Republicans were born. Abraham Lincoln's win firmly established the Republican Party, a third party then, in the political firmament. No other member of a third party has won the presidential elections.

Influence on issues and voters

At times, third parties represent factions that break away from the major parties over policy issues. These breakaway parties have been the most successful in terms of gaining popular and Electoral College votes. In 1912, former Republican president Theodore

for the Progressive Party (also called Bull Moose Party) after the Republicans nominated William Howard Taft as their candidate. In 1948, Strom

Thurmond left the Democratic
Party because he was opposed to
President Henry S. Truman's civil rights
program. He became the States' Rights
Democratic Party candidate.

Third parties have advocated for issues as diverse as women's suffrage, fair labor practices and abolition of child labor. The Socialist Party's relentless pursuit of a 40-hour workweek in the early 1900's was key to the introduction of the Fair Labor Standards Act of 1938. Texas billionaire Henry Ross Perot, an independent presidential

The Reform Party National Committee

candidate in 1992, was among the earliest to highlight the issue of reducing the federal budget deficit. This was not a popular election issue





Who Conducts U.S. Elections?

In the United States, elections—even those for federal office—are conducted locally. Thousands of administrators typically civil servants who are county or city officials or clerks—are responsible for organizing and conducting U.S. elections. These administrators perform an important and complex set of tasks:

- Setting the exact dates for elections.
- Certifying the eligibility of candidates.
- Registering eligible voters and preparing lists of registered voters.
- Selecting voting equipment.
- Designing ballots.
- Organizing a large temporary workforce to administer the voting on Election Day.
- Tabulating the votes and certifying the results.



among the Democratic and Republican parties at that time. Perot succeeded in getting close to 19 percent of the total votes cast that year.

It's also important to remember that in a close presidential contest, outsiders can take away enough votes from a major-party candidate so that he or she loses the presidency.

Many Democrats believe that Green Party candidate Ralph Nader's bid cost Al Gore the election in 2000. Just 537 votes separated George W. Bush and Gore in Florida. Nader received 97,488 votes in the state and exit polls indicated that his voters would have favored Gore over Bush had Nader not been in the race.

This has happened several times earlier too. In 1912, Roosevelt's thirdparty candidacy took more than 27 percent and split the Republican vote,

Below: Ralph Nader campaigns for his 2008 independent presidential bid at the Cass Gilbert Building in Connecticut.

Below right: Former New Mexico Republican Governor Gary Johnson (left), who is running as the Libertarian candidate for president in 2016, at the National Libertarian Party Convention in Orlando, Florida, in May 2016.

allowing a Democrat, Woodrow Wilson, to win the presidency. George Wallace in 1968 and Perot in 1992 took

significant percentages of voters from both major parties.

In a PBS NewsHour article, Robert Sean Wilentz, professor of history at Princeton University in New Jersey, said, "third parties act as a gadfly." The parties often focus on issues that the two major parties don't quite consider. Sean M. Theriault, distinguished teaching pro-

fessor in the Department of Government at The University of Texas at Austin College of Liberal

Arts, agrees. "That's really the only way they can help their cause during the election season. The better their candidate does, the more likely their least preferred candidate will win!"

Political oblivion

Explaining why third parties are relegated to almost inconspicuous positions, Theriault says, "The electoral system in the United States gives automatic ballot access only to parties

with demonstrated electoral success. So, there is actually a vicious cycle against third parties." They also battle other disadvantages. For example, they have the same financial donors as the two major parties, but on a much smaller scale. "They are often organized around a single personality, like Perot, or a single issue, which may not find much public resonance. Thus, they aren't given much media coverage either," says Theriault.

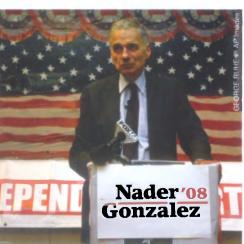
According to him, "For a third party to emerge, it is necessarily the case that it

PARTY

CONSTITUTION hurts the party it is closer to and helps the party that it prefers the least."

> Third parties play an important role in democratic systems. But, for now, they are minor players in the United States. "If we had a parliament with proportional representation, third parties might have had a greater say in our democracy," says Theriault. "But, we don't and that's why third parties are so weak in the United States."

Paromita Pain is a journalist based in Austin, Texas.





Third Parties in the U.S. Political Process http://goo.gl/8zWrHa

Choosing Sides: The Rise of Party **Politics** http://goo.gl/6P7Qba

HOW TO BECOME *PRESIDENT





NATURAL BORN
CITIZEN



MINIMUM AGE 35 YEARS



U.S. RESIDENT











STEP 2 NATIONAL CONVENTIONS

AT EACH CONVENTION, THE PRESIDENTIAL CANDIDATE CHOOSES A RUNNING MATE (VICE PRESIDENTIAL CANDIDATE) EACH PARTY HOLDS A NATIONAL CONVENTION TO SELECT A FINAL PRESIDENTIAL NOMINEE

THE PRESIDENTIAL CANDIDATES CAMPAIGN THROUGHOUT THE COUNTRY TO WIN THE SUPPORT OF THE GENERAL POPULATION





...AND I APPROVE THIS MESSAGE.



STEP 3 GENERAL ELECTION

PEOPLE IN EVERY STATE ACROSS THE COUNTRY VOTE FOR ONE PRESIDENT AND VICE PRESIDENT

WHEN PEOPLE CAST THEIR VOTE, THEY ARE ACTUALLY VOTING FOR A GROUP OF PEOPLE KNOWN AS **ELECTORS**





DESIGNED BY: Ifrah Syed

SOURCES: http://kids.usa.gov/president http://bensguide.gpo.gov/3-5/ election/president.html FINITIONS

Caucus: A meeting of the local members of a political party to select delegates to the national party convention. A caucus is a substitute for a primary election.

Delegate: A person authorized to represent others as an elected representative to a political party conference.

Elector: A member of the Electoral College. **Electoral College:** The

voters of each state, and the District of Columbia, vote for electors to be the authorized constitutional members in a presidential election. Natural Born Citizen:

Someone born with U.S. citizenship includes any child born "in" the United States, the children of U.S. citizens born abroad, and those born abroad of one citizen parent.

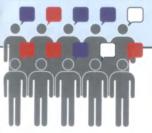
Primary: An election where voters select candidates for an upcoming general election. Winning candidates will have delegates sent to the national party convention as their party's U.S. presidential nominee.

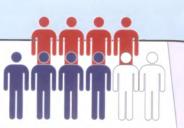
OF THE UNITED STATES

STEP 1 **Primaries and Caucuses**

THERE ARE MANY PEOPLE WHO WANT TO BE THE PRESIDENT EACH WITH THEIR OWN IDEAS ABOUT HOW THE GOVERNMENT SHOULD WORK

PEOPLE WITH SIMILAR IDEAS BELONG TO THE SAME POLITICAL PARTY, THIS IS WHERE PRIMARIES AND CAUCUSES COME IN





CANDIDATES FROM EACH POLITICAL PARTY CAMPAIGN THROUGHOUT THE COUNTRY TO WIN THE FAVOR OF THEIR PARTY MEMBERS

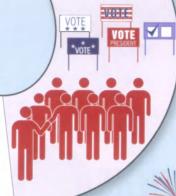
IN A **PRIMARY**

PARTY MEMBERS VOTE FOR THE BEST CANDIDATE WHO WILL REPRESENT THEM IN THE GENERAL ELECTION

IN A CAUCUS

PARTY MEMBERS SELECT THE BEST CANDIDATE THROUGH A SERIES OF DISCUSSIONS AND VOTES





STEP 4 **ELECTORAL COLLEGE**

IN THE ELECTORAL COLLEGE SYSTEM, EACH STATE AND THE DISTRICT OF COLUMBIA GETS A CERTAIN NUMBER OF ELECTORS BASED ON ITS REPRESENTATION IN CONGRESS

EACH ELECTOR CASTS ONE VOTE FOLLOWING THE GENERAL ELECTION, AND THE CANDIDATE WHO GETS MORE THAN HALF (270) WINS



THE NEWLY-ELECTED PRESIDENT AND VICE PRESIDENT ARE INAUGURATED IN JANUARY









D'emystifying the Electora

In the United States, people don't vote directly for the president and vice president. Instead, a system called the Electoral College is used, where electors serve as intermediaries for the country's voters.

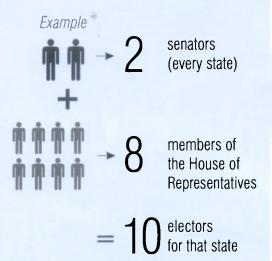
very four years in the United States, immediately following a presidential election, news organizations, state officials and the U.S. Federal Election Commission eagerly count the votes cast by the country's citizens. People across the world also wait with bated breath to find out which candidate received the most votes.

However, it comes as a surprise to many that their votes do not directly affect who wins the office. Rather than relying on the popular vote, the United States uses an institution known as the Electoral College.

The Electoral College is not a place or a "college." It's a system created by America's founding fathers and put into the country's Constitution. It was intended to serve as a compromise between several possibilities: election by popular vote, election by the state legislatures and election by members of the federal legislature, similar to how presidents and prime ministers are elected in countries like India and the United Kingdom.

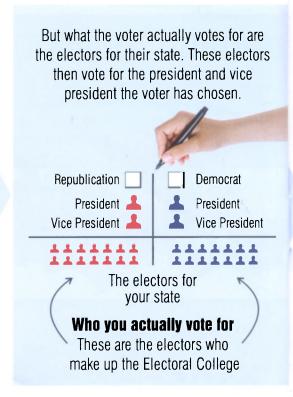
How it works

Each state is entitled to a number of electors equal to that state's representation in Congress

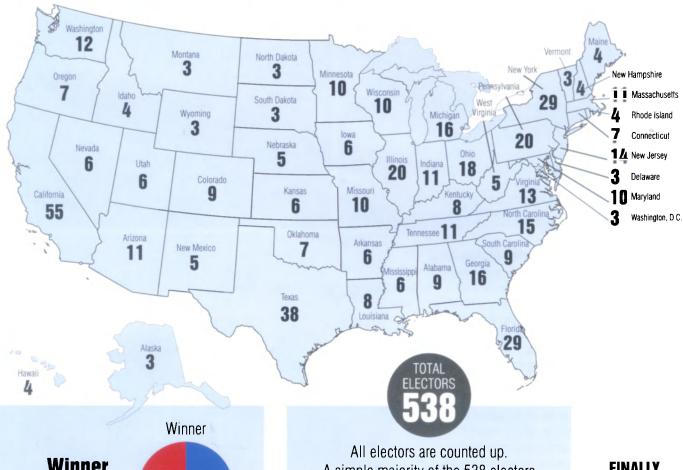




Every four years, on the Tuesday following the first Monday of November, each state holds an election in which citizens vote for a "ticket" that includes a president and vice president.

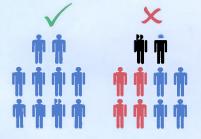


College System By CANDICE YACONO



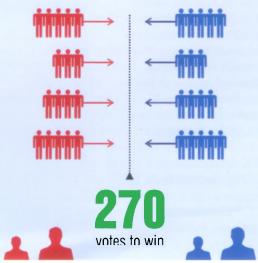
Winner 49% 51% takes all Vote result

Electors are not split.



51% or more of the votes are needed for the candidate to win all of the state's available electors.

A simple majority of the 538 electors is needed for the presidential and vice presidential candidates to win.



Sources: U.S. Census Bureau, Federal Election Commission, National Archives

FINALLY

On the Monday following the second Wednesday of December, the electors meet in their state capitals and cast their official votes for president and vice president.

On Election Day, the voters in each state choose the electors by casting votes for the presidential candidate of their choice. When people vote for their presidential candidate, they actually vote for the candidate's electors.





The popular vote option was avoided because the founders feared that an uninformed populace could elect an unsuitable candidate.

For each election, voting members, known as electors, are selected. They serve as intermediaries for the country's voters. Currently, there are 538 electors. In order to be elected, a presidential candidate needs 270 electoral votes. The National Archives is the federal government agency that oversees the process.

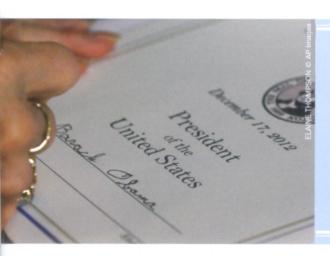
U.S. states are entitled to a number of electors equal to the number of their members of Congress. Each state has two Senators and a different number of members of the House of Representatives, the lower house of the U.S. Congress. The number of Representatives changes every 10 years, based on the state's population.

California has the highest number of electors currently, at 55; followed by Texas with 38, and New York and Florida with 29 each. Seven states have such small populations that they have only three electors each. The District of Columbia, which is not a state and does not have representation in Congress, also has three electors. It receives the same number of electors as the state with the lowest population, which is currently Wyoming.

Electors are selected in a variety of ways. Usually, they campaign to their political party for selection at the party's state convention or its central committee meeting. Each state has its own laws regarding this process.







What is the Electoral College? Electoral College

http://goo.gl/dRp8

http://goo.gl/sJcgfG

Winning an

Majority

When the **Electoral Vote** and the Popular Vote Differ http://goo.gl/enHb4V

A Day in the Life of an Elector

http://goo.gl/ane1p0

Historical election results

http://goo.gl/ufRD3

2016 schedule http://goo.gl/5lohAv

Above far left: Sophie Ann Salley, an at-large elector of the Virginia Electoral College, casts her vote in the House of Delegates Chambers at the Capitol in Richmond, Virginia, on December 15, 2008.

Above left: The Los Angeles Daily News declares George W. Bush the winner over Al Gore on November 8, 2000, even as Florida's crucial votes were still being counted.

Above: An elector signs documents as she casts her vote for Democratic presidential candidate Barack Obama in Olympia, Washington, on December 17, 2012.

Left: Republican Benjamin Harrison (below left) won the 1888 presidential election against incumbent Democrat Grover Cleveland (above left), who had outpolled Harrison by 5,540,000 popular votes to 5,440,000. Harrison, however, won the election on the strength of a comfortable electoral vote majority, 233 to 168. Cleveland had won the southern states with huge popular vote margins but lost many northern ones by only a few thousand votes each.

Senators, members of the House of Representatives and those holding federal office are forbidden by the Constitution from serving as electors. The Constitution also bars those who have engaged in a rebellion against the United States, or helped its enemies.

Those chosen to be electors would have served their political parties for a long time, or have personal or political affiliation with the presidential candidates. Some might be newcomers to the political process, but that is rare.

On Election Day, the voters in each state choose the electors by casting votes for the presidential candidate of their choice. The electors' names may or may not appear on the ballot below the name of the presidential candidate, depending on the procedure in each state. Therefore, when people vote for their presidential candidate, they actually vote for the candidate's electors.

Electors are not required by federal law or by the Constitution to vote according to the results of the November popular vote, but some states require them to do so. Typically, electors are made to pledge to vote for their parties' candidates. Electors have voted as pledged more than 99 percent of the time since the creation of the system and none has ever faced prosecution for being a "faithless" elector, or one who goes against his or her pledge. The vast majority also respects the results of the November popular vote.

All U.S. states—except Maine and Nebraska,

which use a proportional system—have a "winner-takes-all" process. This means, the winning presidential candidate is awarded all of the electors for his or her party in that state.

The electors meet in each state to vote for their choice of president and vice president on the first Monday after the second Wednesday in December (December 19 in 2016). The electoral votes are counted in a joint session of Congress in January. This time, they will be counted on January 6, 2017.

If no candidate receives 270 votes for president or vice president, the House of Representatives selects the president. The vice president is selected by the Senate.

There have been four times in the history of the United States when the winner of the popular vote did not win the electoral vote—1824, 1876, 1888 and 2000. Most recently, Al Gore won the highest popular votes in the 2000 election, but the Electoral College selected George W. Bush for president.

According to the National Archives, reference sources indicate that over the past 200 years, more than 700 proposals were introduced in the U.S. Congress to change or eliminate the Electoral College. There have been more proposals for constitutional amendments on changing the Electoral College than on any other subject.

Candice Yacono is a magazine and newspaper writer based in southern California.

In Conversation:

Ambassador Richard R. Verma and Kal Penn

Kal Penn (aka Kalpen Suresh Modi) is an American actor and producer of Indian origin. He has many movies, television shows and documentaries to his credit, including "House," "24," "How I Met Your Mother," "National Lampoon's Van Wilder," the "Harold and Kumar" trilogy, "The Namesake," and the 2016 National Geographic series, 'The Big Picture with Kal Penn." Penn has held several positions within President Barack Obama's campaigns and administration, including associate director of the White House Office of Public Engagement and co-chair of President Obama's reelection campaign. He also served as the president's Liaison to Young Americans, the Arts, and Asian American and Pacific Islander Communities. He currently serves on the President's Committee on the Arts and the Humanities.

Ambassador Richard R. Verma hosted a reception in Penn's honor in May, in New Delhi, which was attended by guests from the Indian government, academia, media, and the arts and culture community.

Excerpts from his conversation with Ambassador Verma.



When we look at your bio, it's kind of hard to figure out what you are doing right now, as you are doing so many different things. Can you tell us a little bit about what you are working on right now?

I was actually in India for a film called "The Ashram" that Guneet Monga is producing. She did the "Gangs of Wasseypur" most recently. So we were shooting that in Himachal Pradesh, in the town of Manali. I had never been up there. I have relatives in India, but never been to that part of the country. It was gorgeous and beautiful.

I am also working on a show called "Designated Survivor" on ABC [American Broadcasting Company]. I am looking forward to that—I am playing the president's speech writer.

You have done all kinds of media stuff for cable, network and movies. Do you have a preference?

I don't have a preference because they each offer the opportunity to do something different. The bigger shows for the big networks like ABC and NBC [National Broadcasting Company] are generally really structured and organized. Creatively, there is a vision and you stick to the vision.

However, things like Hulu, for example, and some other digital platforms are a little more loose. So, you discover things along the way and adapt a little more. Their business model is a little more lenient because of the nature of their [content] distribution.

Then something like Vice, which has produced a couple of documentaries, really gives you creative control, which is highly uncommon in documentaries. When you have a studio or you have a network, they usually like to give you notes. So, I prefer all three of them because they each offer a different avenue to telling a story.

You have also done a mix of really serious, really funny and really pathbreaking stuff. Do you consider yourself a comedic or a serious actor?

I just feel like everybody loves to



Left: Ambassador Richard R. Verma (center) and Kal Penn (center right) visited the Shastri Market Camp in New Delhi in May 2016.

Below far left: Ambassador Verma and Penn during a conversation at Roosevelt House, the Ambassador's residence, in New Delhi.

Ambassador Verma in conversation with Kal Penn

http://goo.gl/mL6wc0

Kal Penn with Ambassador Verma in New Delhi

http://goo.gl/BlgG6E

laugh. There is a time to be serious and there is a time to be completely ridiculous. I am not a fan of mutual exclusivity, so I love the fact that you can do both. And I would love to continue to do both. I love some of the ridiculous, absurd movies that I have had a chance to do and, at the same time, love some of the public service work and the more serious roles.

When did your family come to the United States? What did they think about your career choice?

Both my parents came to the U.S. in the early 1970's. My dad is an engineer and my mom has done her master's in chemistry, and they are both from Gujarat.

For any kid, it is incredibly frustrating. You think your parents should understand you—why don't they want me to do what I want to do?—but now that I am older, it makes sense. You move to America with \$12 in your pocket, as my dad did, and your version of a better life is very structured—it's engineering and maths and the sciences.

So, it took a long time for them to understand that something other than financial stability can make you happy. Now, they are incredibly supportive.

You picked a lot of roles to highlight the immigrant experience or kind of the role that Asian Americans play in society, both in comedic and in serious ways. How important is that to you?

Mira Nair said—I may be getting it wrong—that she is not a fan of cultural ambassadorship. Nor am I. I think, who am I, just because I am an actor, to say something isn't culturally appropriate. Particularly if you are an American or an Indian or a combination of the two. Both are incredibly diverse countries and people have attachment to different things.

I have loved some of the comedic stuff. I remember when I shot "Van Wilder" years ago, most of the humor in that ended up in the film because [Ryan] Reynolds and I improvised, and that's thanks to him. It was my first movie and I had no idea if I was allowed to do that. But even TV and films in the last 12 years have changed so much in the U.S.— it's much more diverse. We have a long way to go obviously, but it's much more diverse than it used to be.

It must have been a great thrill to work in the White House. Tell us a little bit about what you did there and why it was important to you.

I joined President Barack Obama's campaign in 2007. There was a writers' strike in Hollywood, so none of the screenwriters were able to write anything. I was on a show called "House" at the time and we couldn't shoot new

episodes. So, I volunteered for the Obama campaign, mostly working on youth and arts outreach. After President Obama was elected, they were looking for someone in the Office of Public Engagement to work on youth, Asian American and arts outreach.

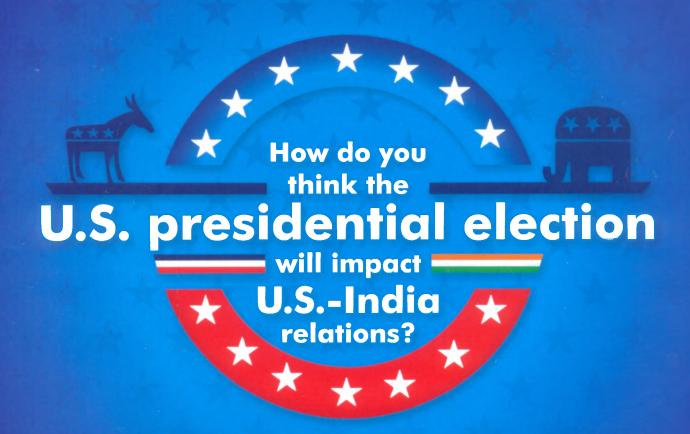
Sitting with the president to celebrate Diwali, for example, was important. It's so surreal to walk in there every day and say, "Well, I am actually working for the White House." To serve your country is incredible.

Do you have a favorite movie or show you have done?

I love "The Namesake." I have been a huge fan of Mira Nair for years and years; she is one of the reasons that I decided to be an actor. And a huge fan of Jhumpa Lahiri. A lot of people assume that's my favorite movie because the characters are also of Indian descent, but that's actually not the reason. It is because of the dynamic writing and because Mira gives actors time and pays a lot of attention, more attention than any other director ever, to spend time with each frame of the film.

Was there something about that story, the immigrant experience, that you can relate to?

Of course. The immigrant experience, particularly of the parents in that book and the film, is almost identical to what my parents experienced. But the challenges of playing such a fleshed out character was a welcome thing. Aside from that, there's the "Harold and Kumar" series, which I also love for totally different reasons.



1st prize: TIME

1-year subscription to the U.S. print and online editions of TIME Magazine

2nd prize:



1-year subscription to National Geographic Magazine

3rd prize:



1-year subscription to Smithsonian Magazine

Winners will also receive a

- ★ 1-year American Library membership, with access to eLibraryUSA
- ★ Set of books on U.S. history, geography, economy, literature, government and legal system
- ★ SPAN goodie bag







Contest ends on SEPTEMBER 30, 2016

For details, check out: http://span.state.gov/node/14709